Over half (58%) of high school students in Montana have tried e-cigarettes.

**Facts and Statistics on Teen E-Cigarette Use**

- In 2019, almost **one-third (30%)** of Montana high school students reported *currently using e-cigarettes*.

**Percent of Montana high school students who reported *currently using e-cigarettes by grade*, 2019 MT YRBS**

- **9th grade**: 21%
- **10th grade**: 30%
- **11th grade**: 30%
- **12th grade**: 42%

**Annual tobacco industry marketing expenditures in Montana totaled $31 Million in 2016. Nation-wide, the tobacco industry spent $9 billion.**

- More than **80%** of youth who have tried e-cigarettes started with a *flavored product.*

- Currently, there are over **15,000 distinct e-cigarette flavors.**

- **99%** of e-cigarettes sold in U.S. convenience stores contain nicotine.

- **Youth use of nicotine in any form is unsafe.** Nicotine is highly addictive and can harm the developing brain.

- **Scientist are still learning about the long-term health effects of e-cigarettes.** The chemicals contained in the aerosol have not been deemed safe for inhalation.

**Data sources:**
1. Montana Office of Public Instruction, Montana Youth Risk Behavior Survey, 2019